



**IMMEDIATE RELEASE**

*Tuesday, Nov. 6, 2012*

## NEWS RELEASE

SEANC Contact: Kevin LeCount  
800-222-2758; 919-833-6436  
919-413-7666 (cell)  
klecount@seanc.org

### **SEANC Alters Television Ad to Conform to State Statute**

RALEIGH – The State Employees Political Action Committee (EMPAC) ran a television advertisement on Time Warner Cable in the Charlotte, Greensboro and Raleigh markets from Oct. 11 to Oct. 24, 2012, opposing Dan Forest and supporting Linda Coleman in the race for Lt. Governor which included, as required by N.C.G.S. § 163-278.39A(b)(3), a statement made by EMPAC’s chief executive office, Dana Cope, disclosing the name of the political action committee that sponsored the advertisement and the candidates opposed and supported for lieutenant governor.

On October 24, 2012, the North Carolina State Board of Elections (NCSBOE) notified EMPAC that its advertisement was not in compliance with N.C.G.S. § 163-278.39(A)(b)(6), which requires that an unobscured, full-screen picture containing the disclosing individual, either in photographic form or through the actual appearance of the individual on camera, shall be featured throughout the duration of the statement.

The term “full-screen” is defined in N.C.G.S. § 163-278.38(4), as meaning “the only picture appearing on the television screen during the oral disclosure statement contains the disclosing person, that the picture occupies all visible space on the television screen, and that the image of the disclosing person occupies at least fifty percent (50%) of the vertical height of the television screen.”

Prior to this notice, EMPAC’s advertisement contained a photograph of Mr. Cope which occupied less than fifty percent (50%) of the vertical height of the television screen.

Upon receiving notice from the NCSBOE, EMPAC immediately took steps to change its advertisement to conform to the statutory requirements by increasing the size of Mr. Cope’s photograph to occupy more than fifty percent (50%) of the vertical height of the television screen.

EMPAC only ran its corrected advertisement thereafter.

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